

S

CREENLAND

The Smart Screen Magazine



June

15c

20c in Canada



Charles Sheldon

Grete Garbo

**Garbo vs Sten —
The Battle Is On!**

WANT TO HAVE A HOLLYWOOD FIGURE? See Page 22
Man-Made Movies for Women! By Beth Brown



No one needs to tell her!

Intelligent and fastidious, she realizes that anyone, herself included, may have halitosis (unpleasant breath) without knowing it. So she takes no chances; every day, and especially before social engagements, she uses Listerine. That is her assurance that her breath cannot possibly offend . . . Are you as careful about this matter? Do you take it for granted that your breath is always agreeable? Don't! It's far safer to assume that it isn't, and use Listerine. Listerine combats fermentation, the cause of 90% of odors, and then gets rid of the odors themselves—deodorizes hours longer, too.

LAMBERT PHARMACAL CO., St. Louis, Missouri.



BEFORE ALL
SOCIAL
ENGAGEMENTS
LISTERINE

NOW AT NEW LOW PRICES

Do they need to tell you?

SPARKLING

Ginger Rogers

TELLS
HOW SHE KEEPS
HER VITALITY UP
AND HER WEIGHT
DOWN!

With her fresh vivid beauty and lively talents, Ginger Rogers is singing, dancing, and romping her way to new fame in the recently released RKO Radio Picture "Finishing School."

Slim, buoyant, and carefree . . . with radiant health and as pretty a figure as you'll see in many a day! It's proper food and proper exercise that does it, says Ginger Rogers. And proper food includes *bread*, every day, according to this charming young star. Read her letter to Betty Crocker, menu expert.

Dear Betty Crocker,

In motion picture work, one of our duties is to eat the right food. Bread is important because it gives so much energy -- and we know beauty and vitality require energy. I enjoy bread at every meal.

Ginger Rogers

FASCINATING NEW USES FOR BREAD SUGGESTED BY BETTY CROCKER

Free! This clever new book, "Vitality Demands Energy (109 Smart New Ways to Serve Bread, Our Outstanding Energy Food)" . . . a host of tempting new recipes and menus by Betty Crocker, noted cooking expert. Suggestions for combining bread with other foods to make attractive, correctly balanced meals. Ideas for sandwiches, appetizers, soup and salad accompaniments, etc. . . . using the delicious, wholesome breads and other baked wheat products supplied you in appetizing variety by your baker. Include breads in every meal! Products Control Department of General Mills, Inc., Minneapolis.



SCIENCE REVEALS WHY BREAD IS OUR OUTSTANDING ENERGY FOOD

Proves that Bread:

- 1 **Supplies energy efficiently.** Abundantly provided with carbohydrates, which furnish endurance energy (largest need of diet). Important in proper combination of foods necessary for a complete diet.
- 2 **Builds, repairs.** Contains also proteins, used for building muscle and helping daily repair of body tissues. Thus bread, and other baked wheat products, used freely for essential energy needs, do not unbalance the diet in respect to proteins as do large amounts of energy foods lacking other essential nutrients.
- 3 **Is one of the most easily digested foods.** 96% assimilated.

These three statements have been accepted by the noted authorities on diet and nutrition who comprise the Committee on Foods of the American Medical Association, largest and most important association of medical men in the world. For full explanation by eminent scientists, read the new free book on bread, "Vitality Demands Energy."

SEND FOR BETTY CROCKER'S FREE BOOK

Betty Crocker, Minneapolis, Minn.

Please send me your valuable new free book on bread "Vitality Demands Energy" in which science states facts about bread, and you suggest 109 delightful new ways to use it.

Name

Street or R.F.D. No.

City State

Offer good only within continental limits of U.S.A.

Copyright 1934, General Mills, Inc. Serial 6.34

Bread ENERGY FOR Vitality!



MAY -5 1934

©C18 224410

The Smart Screen Magazine

SCREENLAND

DELIGHT EVANS, *Editor*Frank J. Carroll, *Art Director*James M. Fidler, *Western Representative*

The New Baby Stars of Hollywood!

Thirteen isn't an unlucky number in Hollywood! Ask some of the winners of past Wampas elections. Included among the girls selected by the Hollywood press-agents' organization as potential starlets, during the eleven years "the boys" have been voting, have been such names as Colleen Moore, Lois Wilson, Claire Windsor, Eleanor Boardman, Evelyn Brent, Jobyna Ralston, Laura LaPlante, Clara Bow, Dorothy Mackaill, Mary Astor, Mary Brian, Dolores Costello, Joan Crawford, Dolores Del Rio, Janet Gaynor, Fay Wray, June Collyer, Sally Eilers, Lupe Velez, Helen Twelvetrees, Loretta Young, Joan Blondell, Constance Cummings, Frances Dee, Sidney Fox, Rochelle Hudson, Anita Louise, Joan Marsh, Marian Marsh, Karen Morley, Mary Carlisle, Patricia Ellis, Ginger Rogers, Gloria Stuart, and Dorothy Wilson. To be a "Wampas Baby Star" has meant to receive a certain amount of recognition in the film capital.

So the newest batch of Baby Stars are standing in the limelight now. The 1934 Wampas Winners are: Judith Arlen, Jean Carmen, Betty Bryson, Helene Cohan, Dorothy Drake, Hazel Hayes, Jean Gale, Ann Hovey, Lucille Lund, Lu Anne Meredith, GiGi Parrish, Jacqueline Wells, Katherine Williams. What, you've never heard of some of them? Well, remember their names, because they may show you. Miss Bryson, by the way, is a niece of Warner Baxter. Miss Cohan is the daughter of the famous George M. Cohan. You may remember Miss Hovey in "Wild Boys of the Road." Good luck, girls, and SCREENLAND'S hearty congratulations go with you!

June, 1934

THIS MONTH

Vol. XXIX, No. 2

SCREENLAND SCOOPS:

GABLE-CRAZY.....	James M. Fidler	12
MAN-MADE MOVIES FOR WOMEN.....	Beth Brown	18
WANT TO HAVE A HOLLYWOOD FIGURE?.....	James Davies	22
SCREENLAND'S GLAMOR SCHOOL.....	Edited by Norma Shearer	30
\$250,000 IN 5 YEARS. Jean Muir.....	Sydney Valentine	59
BING CROSBY'S LIFE STORY.....		60

OTHER FEATURES:

THE EDITOR'S PAGE.....	Delight Evans	17
JEANETTE WINS. Jeanette MacDonald.....	Pearl A. Katzman	20
NOVARRO IS NEWS AGAIN.....	Laura Benham	21
GARBO vs. STEN—THE BATTLE IS ON.....	Ida Zeitlin	24
WHAT, NO SCREEN BEAUTIES?.....	Earl Carroll	28
	Cecil B. DeMille	29
	Ben Maddox	32
HAS HOLLYWOOD TAMED ITS TARZANS?.....	Maude Cheatham	51
HER 4 FATEFUL MOMENTS. Elissa Landi.....	Jack Jamison	52
WHAT ARE LITTLE GIRLS AFRAID OF? Wynne Gibson.....	Reeves Harmon	53
	Ruth Tildesley	56
HOME APPEAL. Interior Decoration.....	Carlisle Jones	61
ADOLPHE'S IDEAL. Verree Teasdale.....		

SPECIAL ART SECTION:

Scoop! Autographed portrait of John Barrymore. Let's Call on Carole Lombard. Elegance in Hollywood: Dolores Del Rio, Genevieve Tobin. Boys and Girls Together: Ronald Colman and Loretta Young, George Raft and Frances Drake, Larry Crabbe and Joan Marsh, Dick Powell and Ginger Rogers, Cary Grant and Virginia Cherrill, Herbert Marshall and Norma Shearer. Sea-Going Star: Warren William. The Most Beautiful Still of the Month: Margaret Lindsay in "Fog over Frisco." Today's Newcomers! Tomorrow's Favorites? Carl Brisson, Pauline True, Barbara Fritchie, Pat Paterson, Philip Regan, Dorothy Dell, Harry Wilcoxon, Lanny Ross, Suzanne Kaaren, Charles Boyer. Here are Actors: Joel McCrea, Nils Asther, Chester Morris, Lewis Stone. Freddie and Connie—Fay and Frank: Fredric March and Constance Bennett, Fay Wray and Frank Morgan, in "The Firebrand." Landi Looks Ahead.

DEPARTMENTS:

TAGGING THE TALKIES. Short Reviews.....		6
NOW YOU'RE TALKING. Letters from the Audience.....		8
HONOR PAGE.....		10
REVIEWS OF THE BEST PICTURES.....	Delight Evans	54
TAKING THE AIR. Radio.....	Mortimer Franklin	58
HERE'S HOLLYWOOD. Screen News.....	Weston East	62
GETTING INTO THE BEAUTY PICTURE. Beauty.....	Josephine Felts	68
FEMI-NIFTIES.....		97
ASK ME.....	Miss Vee Dee	98

Cover Portrait of Greta Garbo by Charles Sheldon

Published monthly by Screenland Magazine, Inc. Executive and Editorial offices, 45 West 45th Street, New York City. V. G. Heimbucher, President; J. S. MacDermott, Vice President; J. Superior, Secretary and Treasurer. Chicago office: 400 North Michigan Avenue, Chicago. Manuscripts and drawings must be accompanied by return postage. They will receive careful attention but SCREENLAND assumes no responsibility for their safety. Yearly subscription \$1.50 in the United States, its dependencies, Cuba and Mexico; \$2.10 in Canada; foreign \$2.50. Changes of address must reach us six weeks in advance of the next issue. Be sure to give both the old and new address. Entered as second-class matter November 30, 1923, at the Post Office at New York, N. Y., under the act of March 3, 1879. Additional entry at Chicago, Illinois. Copyright 1934.

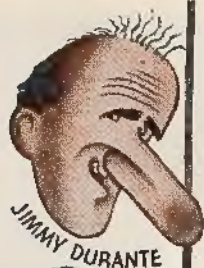
Member Audit Bureau of Circulations.

Printed in the U. S. A.

YOU ARE INVITED TO THE HOLLYWOOD PARTY

R.S.V.P.- Revues, Songs, Variety, Pandemonium

METRO-GOLDWYN-MAYER



JIMMY DURANTE



LAUREL & HARDY



LUPE VELEZ



JACK PEARL



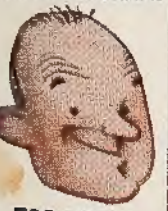
POLLY MORAN



CHARLES BUTTERWORTH



FRANCES WILLIAMS



TED HEALY



MICKEY



IS IT MARCO POLO?
OR DURANTE'S INFERNO?
-WELL ANYWAY IT'S A
CLASSIC



A LAUREL TO LUPE
AND OLIVER'S
ALL OF A TWIST!



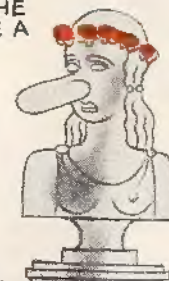
THE "BARON" SAID MEET
PING PONG - THE SON OF
KING KONG. MICKEY SAID
OH, A CHIMPANZEE AND
THE FIGHT WAS ON!



NO MAN IS A
HERO TO HIS VALEZ -
AND JIMMY IS
KNOCKED FOR
A LUPE



SCHNARZAN AND
HIS MATE - SHE
PROVES TO BE A
BUST.



HYSTERICAL FACTS! NAPOLEON
IS STILL FRENCH PASTRY AND
BISMARCK IS ONLY A HERRING.



WHAT IS BUTTERWORTH TO
POLLY - WHEN POLLY WANTS A
CRACKER? - A WISE CRACKER.



Mae West in "IT AIN'T NO SIN"

with Roger Pryor, John Mack Brown, Duke Ellington & Band... Directed by Leo McCarey
if it's a PARAMOUNT PICTURE...it's the best show in town!



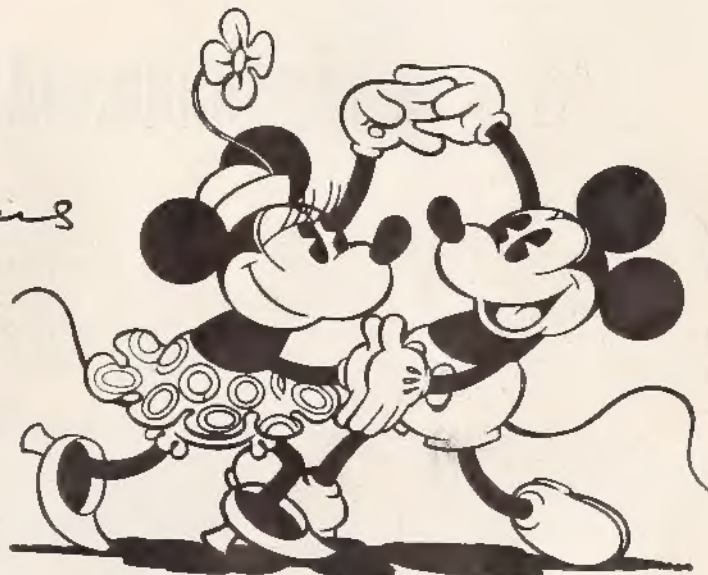
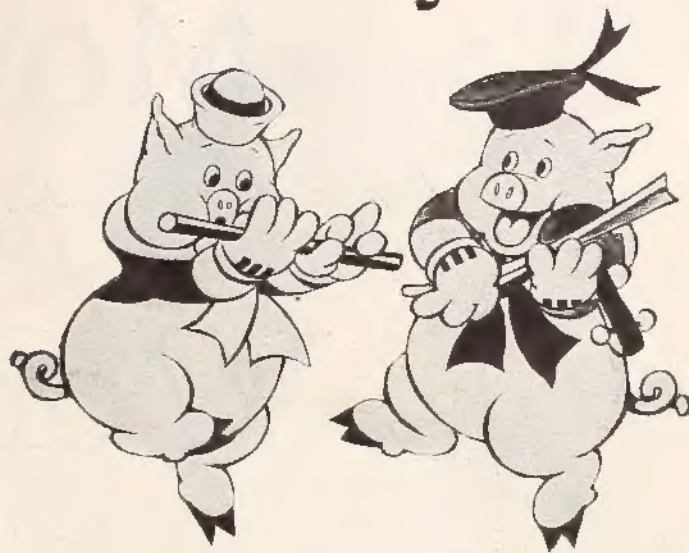
The Editor's Page.



Walt Disney and his immortal cartoon creations: The Little Pigs, Mickey and Minnie Mouse, and — new! — Funny Little Bunnies, reading from top to bottom of the page.

An Open Letter to Walt Disney from

Delight Evans



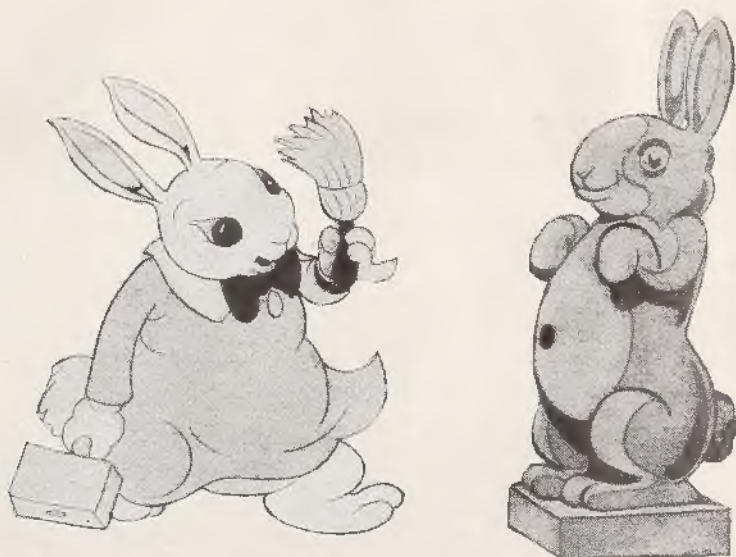
DEAR MR. DISNEY:

Just wanted to let you know that I am ready to do anything I can to help out.

When I heard that Mickey Mouse and The Three Little Pigs and Pluto the Dog and Horace Horsecollar and all the rest of them are not making much money for you, I thought it was time to stir around and see what can be done.

Here Mickey is going-on-six now, and according to the report I heard he and Minnie are only just beginning to pay you back for raising them and making them big movie stars. Ingratitude, I call it. Why, you'd think they could have been paying you a *little* something every week on account. Here you've been slaving your life away for them and that's how they repay you. As for The Three Little Pigs, I can't understand *their* attitude. You gave them plenty of footage—and in natural color, at that—and had a song written for them to sing, and featured them in every theatre in the country. And what do they do for you? Why, they only make about \$4,000 for you, that's all. And they cost you \$60,000! I ask you, is it fair?

Of course not. They get all the glory and you have all the hard work. So what I think we had all better do is to band together and start a Help-Walt-Disney Campaign. Instead of going to see your new pictures, such as Mickey Mouse's latest starring vehicle, "Camping Out," and the new "Silly Symphonies"—"Funny Little Bunnies" and "The Grasshopper and the Ant"—instead of going just *once*, which of course we were going to do, anyway—suppose we all go three times, the second time taking the neighbors, and the third time just for fun. Then the neighbors will be pledged to repeat, sort of an endless chain; and so your grosses will start



rolling up, and you will make some real money, and then you can put your profits right back in to your next pictures. Because that's the kind of a guy you are, Mr. Disney. And that's why you may never be the richest man in Hollywood, but you stand a grand chance of being one of the happiest. And that's something. Isn't it?